

Master in Business Administration (MBA)



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Universidad Internacional de La Rioja (UNIR)

The mission of Universidad Internacional de La Rioja (UNIR) is comprehensive training of students in the skills required by today's society. UNIR is committed to meeting the needs and expectations of all interest groups involved in this process—students, teaching and research faculty, administration and service staff, public administrations and society in general—by providing quality education that strives for continuous improvement and excellence.

The values of the UNIR are:

- **Commitment** to student's success.
- **Personalization** of teaching tasks, attending students throughout their studies and supporting them as they seek employment.
- **Ongoing** attention to innovation in our teaching and learning methodology.
- **Fostering** and promoting entrepreneurial spirit.
- **Ability to respond** to the expectations of students, teaching and research faculty, administrative and service staff, public administrations and society in general.
- **Degrees** and study programmes that meet society's needs.
- **Meticulous attention** to quality of instruction and resources.
- **Open approach** to the international dimensions of the university education.

In addition to these characteristics, UNIR, the Online University, is specifically committed to making new technologies productive for university study. We wish to highlight three characteristics of our methodology.

First, UNIR aspires to achieve effective instruction that focuses on each student individually, adapting the pace of education to his/her circumstances.

Second, to fulfil this aspiration, UNIR provides a tutor for each student to avoid the problems of anonymity and massification, so common in higher education.

Third, UNIR ensures that the faculty and management personnel are fully committed to each and every student who embarks—sometimes with considerable sacrifice—on the adventure of pursuing a university degree.





Learn to manage businesses in global markets, in a multicultural and international community of students and faculty

The Master in Business Administration (MBA) from UNIR will train you as a leader in business management and leadership in international environments, with the ability to take strategic decisions in the context of a globalized economy and its markets.

In pursuing the Master, you will develop your managerial capabilities for analysing problems, proposing solutions and implementing them. You will be prepared to lead, to manage change and to be an entrepreneur in an international context.

Students will acquire knowledge and develop skills to obtain a comprehensive vision of business and its different areas: strategy, finance and control, marketing and sales, human resources, operations and production, and technology.

The MBA is delivered entirely in English, in a multicultural and international community of students. Our faculty is composed of professors from four continents, providing a unique academic experience through their knowledge of managing businesses in different countries and markets.

A programme developed and delivered in the tradition of European university and their management programmes for professionals and executives.

Approved by the University Council, 01/06/2012.



DURATION - 1 year



METHODOLOGY - 100% online education



LIVE ONLINE CLASSES



PERSONAL TUTOR



IN-PERSON EXAMS at the end of each trimester [See exam centres](#)



ECTS CREDITS – 60 in total



AREA OF KNOWLEDGE- Social Sciences and Law
(Faculty of Business and Communication)

Goals of the Master's degree

The goal of the UNIR's MBA is to provide a global vision of the firm so that the student acquires solid knowledge of strategy, accounting and finance, marketing, sales, human resources, operations and technology.

The UNIR's distance MBA has the following distinctive characteristics:

- Official status: An official Master degree recognized by the European Higher Education Area (EHEA).
- Case method: You will work on cases from multinational companies to analyse them and take decisions in real situations and environments.
- International markets: You will learn to manage businesses that operate in different international environments.
- Managerial and negotiation capabilities: You will acquire the skills needed for strategic decision making to analyse environments and develop projects, as well as for negotiating and for leading work teams.
- Digital world: You will develop your knowledge in a digital environment, an important factor in creating new business models in today's firms

On completing the programme, students will possess advanced solid, practical knowledge in the field of business management and leadership. You will have a comprehensive, global vision of the elements of how businesses are organized and how to manage them successfully. The graduate will be able to make decisions, manage technological change, use computerized tools for business management and strategy, and develop innovation as a competitive weapon.

Graduates develop these abilities in the context of multinational firms, becoming familiar with the distinctive features of different international markets and environments.





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It takes perseverance and dedication. UNIR is a demanding university. But in the end you can apply what you learn to your job

Rubén Mateos, UNIR student

Leadership and Professorship

Our MBA professors have an extended experience teaching at the most prestigious universities throughout the world, and they are active managers whose professionalism is distinguished in important companies. All of them have a long career in teaching and training intermediate and top managers in companies worldwide.

Management and teaching staff

The MBA teaching staff is composed of professors from prestigious universities worldwide and current renowned managers in important companies.

A teaching staff that provides a long teaching career in the training of middle and senior managers in companies around the world.



Eva Porras

Director of MBA

Education

Ph.D. in Finance from Florida Atlantic University, USA.

DFE, Finance from Harvard Business School, USA

CPCL, Finance, General from Harvard Business School, USA.

Masters in Science of Administration from Central Michigan University, USA.

Undergraduate degree in Business Administration from the University of North Florida, USA.

Professional Experience

Dr. Porras has three decades of experience working for multinational corporations and privately owned firms. In addition, all through the last twenty years she has combined teaching and research at the university level with executive education and consulting.

Her experience includes eight years at Instituto de Empresa (IE) as director of the finance master programs, and a position as Academic Dean of the Central European University (CEU) Business School. She has also taught at a number of academic institutions including the Florida Atlantic University – USA; Université de Neuchâtel – Switzerland; Universidad de EAFIT- Colombia; and ESIC Business & Marketing School – Spain; among other.

Currently, she is the Director of the International MBA at the UNIR, a member of the Investment Committee

and Policy Sub-Committee of Zonta International Foundation and of Zonta International, and partner at two consulting firms.

Lines of Research

Dr. Porras research interests grew around initial papers written during her PhD and focused on stock market reactions as reflected by prices and their relationship to corporate fundamentals. She has written three books published by Palgrave Macmillan, the Instituto de Empresa, and the Madrid Community, and a series of articles for scientific and practitioner journals. Her fourth two-volume book: “Bubbles and Contagion in Financial Markets” is to be published internationally by Palgrave Macmillan in April 2016.



Pablo Cardona

Dean of the School of Business and Communication

Education

PhD in Management by UCLA, Los Angeles, USA.

MBA at IESE Business School, Barcelona, Spain.

Graduate in Physical Sciences from the University of Barcelona, Spain.

Professional experience

Consultant specialized in change management, talent development and creation of high performance teams. Director of consulting projects in companies such as Sony Spain and Repsol Portugal. Trainer in leadership and talent development in Telefónica, BBVA, Philips and Danone. At the same time, he has been an entrepreneur in various areas, from electronic commerce (he was the founder and owner of Plaza Site, one of the first Marketplace in Spain) to children's theater companies.

He has participated in boards of directors and advisory boards of consulting companies, education and professional associations, such as the Spanish Association of Mentoring (AMCES), where he holds the position of vice president.

Lines of research

He is the author of several books focused on leadership and organizational change. Among others, highlights 'The keys of talent' (2002); 'Management by Missions' (in co-authorship with Carlos Rey, 2008); and 'Growing as a leader' (co-authored with Helen Wilkinson, 2010).

He has published scientific articles in specialized journals, has an extensive academic and professional career around the world of the company and the human impact on organizations. He has also written multiple articles on business management, employee motivation, cultural organization in American and Asian companies and conciliation policies in large multinational companies.



Career opportunities

The UNIR's MBA enables you to access positions with greater responsibility and to consolidate your job stability and salary. On completing your degree, you will be prepared to be a leader in any international organization and to manage any area of the company: marketing, finance, human resources, quality, production, etc.

You will be able to work in any country or economic sector.

The opportunity for entrepreneurship is not limited to young entrepreneurs: large multinationals and new organizations need intrapreneurs on their staff to lead and execute projects that renew the organization's structure and improve its capability.

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I chose to study this master in UNIR because I had good references, the versatility that online studies offer and the program of the MBA itself: in fact has been recently released the publication of a ranking that places it at number 1 of the studies of this kind

Juan Ibáñez, student of the Máster Universitario en Dirección y Administración de Empresas





Study Programme

ECTS

1st
QUARTER

Strategic Management	6
Innovation Management: Business Transformation	6
Integral Marketing	6
Budget Management and Control	6
Human Resources and Talent Management	6
Total	30

30 ECTS

2nd
QUARTER

Finance in a Digital Environment	6
Operations and Logistics Management	6
Internship	6
Final Project	12
Total	30

30 ECTS



A new concept of online university

UNIR, a 100% online university, has established itself as an educational solution adapted to new times and contemporary society. Its innovative pedagogical model has created a new concept of the university, one that integrates state-of-the-art technology with individualized, high-quality instruction.

The 100% online methodology allows students to study wherever they are, while interacting, socializing, and sharing experiences with their classmates and professors.

UNIR currently has:

- Over 32,000 students.
- Over 10,000 international students.
- A presence in 79 countries across 5 continents.
- Over 130 undergraduate and postgraduate degrees.
- Over 3,000 collaboration agreements to provide internships to our students.

UNIR is a university responsible to culture, economy, and society. This commitment is embodied in UNIR's Foundation. UNIR has also expanded into Latin America and, in 2014, opened UNIR Mexico, the country's first online university with live classes, based in Mexico DF.



Our methodology is the main value for our students. We offer a personalized education, 100% flexible in time management and schedules, compatible with everyday life

Live online classes

We offer students the opportunity to attend daily live online classes. During these sessions students can interact with the professor and receive answers to their queries in real time, sharing knowledge and experiences.

The pace of education is adapted, as much as possible, to the needs of the students in each class. Not attending a live class does not mean you miss it. All classes are recorded and can be watched afterwards, as often as you like, so students who cannot watch live class are not negatively affected.

Personal Tutor

From your first day at the UNIR, you will have a personal tutor who is always available by phone and email. The tutor's role is crucial to each student's educational development, since he or she is your primary connection to the university and main source of information and advice during your education.

Tutors provide personalized attention through continuous advising of each student.

The personal tutor:

- Answers questions about academic procedures, paperwork to be completed or specific topics in a course.
- Helps you plan in order to make the best use of your time.
- Recommends which pedagogical resources on the platform can be used for each task.
- Is committed to your education to help you pass each course.

Pedagogical resources

UNIR's Virtual Campus provides a great variety of contents to help you prepare each course. These materials are organized to facilitate quick, effective learning.

You can access the units that explain the material in the programme, key ideas for each unit (prepared by the professor teaching the course), complementary audiovisual material, activities, readings and assessment tests.

In addition, you will have access to Master classes on specific topics and will be able to participate in forums, chats and blogs in which you will interact with professors and classmates to expand your knowledge and answer any questions you may have.

Assessment system

To determine the level at which the student has achieved the general and specific objectives defined in the Master, we must assess the competencies acquired during study. Learning will be assessed through the grades earned for performance in the following:

- Continuous assessment (assessment tests, participation/student's involvement in forums, debates and other collaborative media, and solving practical cases).
- Required in-person internship.
- Final exam (in person) or in-person validation exam.
- Master's Final Project



Admissions information

• Admissions requirements

To be accepted into the University Master Programme in Business Administration, you must hold a University Degree, as specified in Article 7 of RD 39/1997. This requirement follows the admissions criteria established in Article 16 of RD 1393/2007, according to which applicants must:

- Hold an official Spanish university degree or a degree from another higher education institution in the European Higher Education Area (EHEA) that grants access to a Master Degree.
- Hold a qualification obtained outside the EHEA in accordance with foreign educational systems without the need for official recognition of their degrees, having previously confirmed with the University that this qualification accredits a level of training equivalent to the corresponding official Spanish university degree and that it would serve as a means of access to postgraduate study in the country in which it was awarded. Admission through this channel in no case signifies either official recognition of the candidate's prior qualification or any other recognition than permission to enrol in online Master study.

• Admissions

UNIR has established the following admissions criteria for the Master in Business Administration (MBA):

- Primary admissions criterion: Grade Point Average on academic transcript.
- Education: priority to holders of higher education degrees in Economics, Business, and Engineering; as well as other areas such as Physics, Mathematics, etc.; followed by Industrial Engineering, Computer Science and Telecommunications.
- Among applicants with equal qualifications, priority will be given to knowledge of foreign languages.
- Among applicants with equal qualifications,

applications will be accepted in order of receipt.

- If there are more qualified applicants than places, special weight will be given to:
 - » Professional experience in terms of years of experience certified by an official "Working Life Report".
 - » Candidates who have authored and presented or published research at a conference or in a scholarly journal on a topic related to the Master programme.

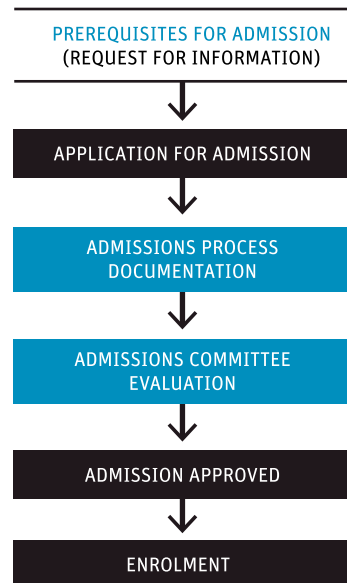
• Recommended profile

In addition to the legal requirements listed above, we recommend that prospective students for the MBA have the following profile:

- An open mind and analytical capability.
- Mastery of the basic mathematical tools for study and application to finance and economics.
- Good communication and social skills and capability for teamwork.
- Self-discipline.

Admission process

- 1. When you apply to the Master programme, you will receive a phone call from a personal advisor, who will verify that you fulfil the minimum requirements and will advise you about the programme.
 2. Send the completed Application for Admission.
 3. Enclose copies of the following documents:
 - a. Official Academic Transcript.
 - b. Current curriculum vitae.
 - c. Optional: one letter of recommendation
 4. We will review the application and documents. If the review is positive, you will be asked to do an additional interview.
 5. The University will let you know whether you have been accepted into the programme and, if you are admitted, how to formally accept the offer, reserve your place and enrol.



• How to enrol

If you have been admitted to the MBA, your advisor will:

1. Tell you what documents to provide (official copies).
2. Send you the enrolment form to be completed, specifying the payment method that best suits your needs.
3. See that you receive the passwords to access the Virtual Classroom.
4. Help you to begin the Master, planning your personalized study programme.
5. Tuition, fees and payment methods..

The registration fee includes education and access to the virtual classroom, as well as use of study and communication tools and interactive materials.

Third-party materials such as textbooks are not included, but you can obtain them through the UNIR under special conditions.

Fees for other administrative services, such as issuance of certificates, diploma, European Diploma Supplement, duplicate copies, etc. are available on the webpage.

